

**FOR IMMEDIATE RELEASE**

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## **SMPS Hawaii September 22, 2010 Lunch Program Twitter: How my life changed in 140 characters (or less)**

HONOLULU – The Society for Marketing Professional Services (SMPS) Hawaii Chapter announces its September 22 lunch program titled “Twitter: How my life changed in 140 characters (or less).”

Twitter is a social media phenomenon that seems to be growing and making headlines every day. How are profitable firms capitalizing on Twitter to build their networks, a.k.a., "followers," and in turn increase their bottom line?

Come to this SMPS Hawaii lunch program to review the ins and outs of the different ways to market your firm using Twitter. You will learn how to use the strategies that Fortune 500 companies are using today. Through step-by-step, detailed instructions, find out how you can make those same strategies work for you and your firm in the most efficient way.

The panel of speakers includes: Bernard Uy, Co-founder of Wall-to-Wall Studios Inc.; Melissa Chang, freelance writer and independent marketing consultant for Accredited Public Relations; and Nathan Kam, Vice President for McNeil Wilson Communications.

The lunch program will be held on September 22, 2010 from 11:30am – 1:30pm at the Plaza Club in the Coronet Room (900 Fort Street Mall, 20<sup>th</sup> Floor, Honolulu, HI 96813). Cost is \$30 for SMPS members, \$35 for AIA members, \$45 for non-members, and \$60 late registration (after September 20) or at the door. AIA CES credits are available. Buffet lunch is provided. To register for the event, visit [www.smpshawaii.org](http://www.smpshawaii.org) or contact Lee Hopkinson at [smpsevents@smpshawaii.org](mailto:smpsevents@smpshawaii.org) for more information.

*Founded in 1973, SMPS has more than 6,900 marketing and business development professionals from architectural, engineering, planning, interior design, construction, and specialty consulting firms located throughout the United States and Canada. The Society and its 53 chapters benefit from the support of 3,250 design and building firms, encompassing 80% of the Engineering News-Record Top 500 Design Firms and Top 400 Contractors. The mission of SMPS is to advocate for, educate, and connect leaders in the building industry.*

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